

ORDER



A GANNETT COMPANY

Orders

Order / Rev:	704149
Alt Order #:	06260745
Product Desc:	MCCRORY FOR GOVERNOR
Estimate:	C22C28
Flight Dates:	10/22/12 - 10/28/12
Original Date / Rev:	08/02/12 / 10/19/12
Order Type:	Political

	WFMY-TV
Primary AE:	Nick Welte
Sales Office:	T-PHI
Sales Region:	NAT

Agency

Name:	<u>Smart Media Group Inc/ POL</u>
Buying Contact:	<u></u>
Billing Contact:	<u></u>
	<u>814 King Street</u>
	<u>Alexandria, VA 22314</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	WEEKLY
Agency Commission:	15%

Advertiser

Name:	McCrory for NC Governor
Demographic:	A35+
Product Codes:	PL-Governor
Priority:	P-4
Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/22/12	10/28/12	63	\$14,060.00	\$11,951.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	63	\$14,060.00	\$11,951.00	0.00
Totals	63	\$14,060.00	\$11,951.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WFMY-TV	32%	\$14,060.00
Market	100%	\$43,937.50

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGHP	26%	\$11,423.75
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	0%	\$0.00
WUNL	0%	\$0.00
WUPN	0%	\$0.00
WXII	32%	\$14,060.00
WXLV	10%	\$4,393.75

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	10/26/12	10/26/12	News 2 at 11 News 2 at 11	CM	11-1135p	----F--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
NEWS 2 AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--		1				\$350.00		0.00			
E 2	WFMY	10/26/12	10/26/12	Letterman David Letterman	CM	1135p-1235a	----F--	:30	1	\$120.00	P-3	0.00	NM	1	\$120.00
D LETTRMAN-CBS															

Order / Rev: 704149
 Alt Order #: 06260745
 Flight Dates: 10/22/12 - 10/28/12

Advertiser: McCrory for NC Governor
 Product Desc: MCCRORY FOR GOVERNOR
 Estimate: C22C28
WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WFMY	10/26/12	10/26/12	Letterman David Letterman	CM	1135p-1235a	----F--	:30	1	\$120.00	P-3	0.00	NM	1	\$120.00
D LETTRMAN-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$120.00		0.00						
E 3	WFMY	10/26/12	10/26/12	M-F 4-5p Ellen Degeneres	CM	4-5p	----F--	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$100.00		0.00						
E 4	WFMY	10/26/12	10/26/12	News 2 at 5 News 2 at 5	CM	5-530p	----F--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
NEWS 2 AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$350.00		0.00						
E 5	WFMY	10/26/12	10/26/12	M-F 6-8a Good Morning Show	CM	6-8a	----F--	:30	1	\$130.00	P-3	0.00	NM	1	\$130.00
GOOD MRN-6-8AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$130.00		0.00						
E 6	WFMY	10/26/12	10/26/12	M-F 7-730p Wheel of Fortune	CM	7-730p	----F--	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
ADD 7.31															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$550.00		0.00						
E 7	WFMY	10/26/12	10/26/12	CBS This Morning CBS This Morning	CM	8-10a	----F--	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
EARLY SHW1-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$100.00		0.00						
E 9	WFMY	10/22/12	10/22/12	DT Daytime	CM	10a-5p	M-----	:30	3	\$80.00	P-3	0.00	NM	3	\$240.00
DAYTIME ROS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	3		\$80.00		0.00						
E 10	WFMY	10/22/12	10/22/12	News 2 at 11 News 2 at 11	CM	11-1135p	M-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
NEWS 2 AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$350.00		0.00						
E 11	WFMY	10/22/12	10/22/12	M-F CBS Soaps CBS Soaps	CM	1230-2p	M-----	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
ADD 7.31															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$275.00		0.00						
E 12	WFMY	10/22/12	10/22/12	M-F 3-4p Let's Make a Deal	CM	3-4p	M-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
LETS MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$150.00		0.00						
E 13	WFMY	10/22/12	10/22/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	M-----	:30	1	\$55.00	P-4	0.00	NM	1	\$55.00
GOOD MORNING SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$55.00		0.00						
E 14	WFMY	10/22/12	10/22/12	530-6p Andy Griffith Andy Griffith	CM	530-6p	M-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
ANDY GRIFFITH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$350.00		0.00						
E 15	WFMY	10/22/12	10/22/12		CM	6-630p	M-----	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00

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Product Desc: MCCRORY FOR GOVERNOR
Estimate: C22C28
WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				News 2 at 6											
				News 2 at 6											
				ADD 7.31											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----		1			\$525.00		0.00				
E 16	WFMY	10/22/12	10/22/12	M-F 6-8a	CM	6-8a	M-----	:30	1	\$130.00	P-3	0.00	NM	1	\$130.00
				Good Morning Show											
				GOOD MRN-6-8AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----		1			\$130.00		0.00				
E 17	WFMY	10/22/12	10/22/12	M-F 7-730p	CM	7-730p	M-----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
				Wheel of Fortune											
				ADD 7.31											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----		1			\$550.00		0.00				
E 18	WFMY	10/22/12	10/22/12	CBS This Morning	CM	8-10a	M-----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
				CBS This Morning											
				EARLY SHW1-CBS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----		1			\$100.00		0.00				
E 19	WFMY	10/27/12	10/27/12	News 2 at 11	CM	11-1135p	-----S-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
				News 2 at 11											
				NEWS 2 AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-		1			\$350.00		0.00				
E 20	WFMY	10/27/12	10/27/12	Panthers Huddle	CM	1135p-1205a	-----S-	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
				Panthers Huddle											
				CRIMINAL MINDS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-		1			\$80.00		0.00				
E 23	WFMY	10/27/12	10/27/12	Good Morning Show Sat	CM	6-9a	-----S-	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
				Good Morning Show Sa											
				GMA WKND											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-		1			\$70.00		0.00				
E 24	WFMY	10/28/12	10/28/12	News 2 at 11	CM	11-1135p	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
				News 2 at 11											
				NEWS 2 AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1			\$350.00		0.00				
E 25	WFMY	10/28/12	10/28/12	News 2 at 6 Sunday	CM	6-630p	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
				News 2 at 6 Sunday											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1			\$250.00		0.00				
E 27	WFMY	10/28/12	10/28/12	Good Morning Show Sun	CM	6-9a	-----S	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
				Good Morning Show Su											
				GMA WKND											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1			\$70.00		0.00				
E 28	WFMY	10/28/12	10/28/12	CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				CBS Sunday Morning											
				CBS SUN MRNING											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1			\$350.00		0.00				
E 30	WFMY	10/25/12	10/25/12	DT	CM	10a-5p	---T---	:30	3	\$80.00	P-3	0.00	NM	3	\$240.00
				Daytime											
				DAYTIME ROS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---		3			\$80.00		0.00				
E 32	WFMY	10/25/12	10/25/12		CM	1135p-1235a	---T---	:30	1	\$120.00	P-3	0.00	NM	1	\$120.00

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 Alt Order #: 06260745
 Flight Dates: 10/22/12 - 10/28/12

Advertiser: McCrory for NC Governor
 Product Desc: MCCRORY FOR GOVERNOR
 Estimate: C22C28
WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Letterman											
				David Letterman											
				D LETTRMAN-CBS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$120.00		0.00						
E 33	WFMY	10/25/12	10/25/12	News2 at Noon	CM	12-1230p	---T---	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
				News2 at Noon											
				ADD 7.31											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$200.00		0.00						
E 34	WFMY	10/25/12	10/25/12	M-F 3-4p	CM	3-4p	---T---	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
				Let's Make a Deal											
				LETS MAKE A DEAL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$150.00		0.00						
E 35	WFMY	10/25/12	10/25/12	M-F 4-5p	CM	4-5p	---T---	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
				Ellen Degeneres											
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$100.00		0.00						
E 36	WFMY	10/25/12	10/25/12	News 2 at 5	CM	5-530p	---T---	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				News 2 at 5											
				NEWS 2 AT 5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$350.00		0.00						
E 37	WFMY	10/25/12	10/25/12	M-F 5-6a	CM	5-6a	---T---	:30	1	\$55.00	P-4	0.00	NM	1	\$55.00
				5-6a GMS ROT											
				GOOD MORNING SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$55.00		0.00						
E 38	WFMY	10/25/12	10/25/12	530-6p Andy Griffith	CM	530-6p	---T---	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				Andy Griffith											
				ANDY GRIFFITH											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$350.00		0.00						
E 39	WFMY	10/25/12	10/25/12	M-F 6-8a	CM	6-8a	---T---	:30	1	\$130.00	P-3	0.00	NM	1	\$130.00
				Good Morning Show											
				GOOD MRN-6-8AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$130.00		0.00						
E 40	WFMY	10/25/12	10/25/12	CBS Evening News	CM	630-7p	---T---	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
				CBS Evening News											
				ADD 7.31											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$700.00		0.00						
E 43	WFMY	10/23/12	10/23/12	DT	CM	10a-5p	-T-----	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
				Daytime											
				DAYTIME ROS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	2		\$80.00		0.00						
E 44	WFMY	10/23/12	10/23/12	News 2 at 11	CM	11-1135p	-T-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
				News 2 at 11											
				NEWS 2 AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$350.00		0.00						
E 45	WFMY	10/23/12	10/23/12	Letterman	CM	1135p-1235a	-T-----	:30	1	\$120.00	P-3	0.00	NM	1	\$120.00
				David Letterman											
				D LETTRMAN-CBS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$120.00		0.00						
E 46	WFMY	10/23/12	10/23/12		CM	12-1230p	-T-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				News2 at Noon											
				News2 at Noon											
				ADD 7.31											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----		1			\$200.00		0.00				
E 47	WFMY	10/23/12	10/23/12	M-F 3-4p	CM	3-4p	-T-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
				Let's Make a Deal											
				LETS MAKE A DEAL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----		1			\$150.00		0.00				
E 48	WFMY	10/23/12	10/23/12	M-F 4-5p	CM	4-5p	-T-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
				Ellen Degeneres											
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----		1			\$100.00		0.00				
E 49	WFMY	10/23/12	10/23/12	News 2 at 5	CM	5-530p	-T-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				News 2 at 5											
				NEWS 2 AT 5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----		1			\$350.00		0.00				
E 50	WFMY	10/23/12	10/23/12	M-F 5-6a	CM	5-6a	-T-----	:30	1	\$55.00	P-4	0.00	NM	1	\$55.00
				5-6a GMS ROT											
				GOOD MORNING SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----		1			\$55.00		0.00				
E 51	WFMY	10/23/12	10/23/12	530-6p Andy Griffith	CM	530-6p	-T-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				Andy Griffith											
				ANDY GRIFFITH											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----		1			\$350.00		0.00				
E 52	WFMY	10/23/12	10/23/12	CBS Evening News	CM	630-7p	-T-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
				CBS Evening News											
				ADD 7.31											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----		1			\$700.00		0.00				
E 54	WFMY	10/23/12	10/23/12	CBS This Morning	CM	8-10a	-T-----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
				CBS This Morning											
				EARLY SHW1-CBS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----		1			\$100.00		0.00				
E 58	WFMY	10/24/12	10/24/12	DT	CM	10a-5p	--W----	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
				Daytime											
				DAYTIME ROS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----		2			\$80.00		0.00				
E 59	WFMY	10/24/12	10/24/12	News 2 at 11	CM	11-1135p	--W----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
				News 2 at 11											
				NEWS 2 AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----		1			\$350.00		0.00				
E 60	WFMY	10/24/12	10/24/12	Letterman	CM	1135p-1235a	--W----	:30	1	\$120.00	P-3	0.00	NM	1	\$120.00
				David Letterman											
				D LETTRMAN-CBS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----		1			\$120.00		0.00				
E 61	WFMY	10/24/12	10/24/12	M-F CBS Soaps	CM	1230-2p	--W----	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
				CBS Soaps											
				ADD 7.31											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----		1			\$275.00		0.00				
E 62	WFMY	10/24/12	10/24/12		CM	3-4p	--W----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00

Order / Rev: 704149
Alt Order #: 06260745
Flight Dates: 10/22/12 - 10/28/12

Advertiser: McCrory for NC Governor
Product Desc: MCCRORY FOR GOVERNOR
Estimate: C22C28
WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 3-4p											
				Let's Make a Deal											
LETS MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$150.00		0.00			
E 63	WFMY	10/24/12	10/24/12	M-F 4-5p	CM	4-5p	--W----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
				Ellen Degeneres											
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$100.00		0.00			
E 64	WFMY	10/24/12	10/24/12	News 2 at 5	CM	5-530p	--W----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				News 2 at 5											
NEWS 2 AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$350.00		0.00			
E 65	WFMY	10/24/12	10/24/12	M-F 5-6a	CM	5-6a	--W----	:30	1	\$55.00	P-4	0.00	NM	1	\$55.00
				5-6a GMS ROT											
GOOD MORNING SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$55.00		0.00			
E 66	WFMY	10/24/12	10/24/12	530-6p Andy Griffith	CM	530-6p	--W----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				Andy Griffith											
ANDY GRIFFITH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$350.00		0.00			
E 67	WFMY	10/24/12	10/24/12	News 2 at 6	CM	6-630p	--W----	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00
				News 2 at 6											
ADD 7.31															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$525.00		0.00			
E 69	WFMY	10/24/12	10/24/12	M-F 7-730p	CM	7-730p	--W----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
				Wheel of Fortune											
WHEEL/JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$550.00		0.00			
E 70	WFMY	10/24/12	10/24/12	CBS This Morning	CM	8-10a	--W----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
				CBS This Morning											
EARLY SHW1-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$100.00		0.00			
													Totals	63	\$14,060.00